

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Information System
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DESIGN AND IMPLEMENTATION VIDEO INTRODUCTION OF DARMASISWA IN 2019/2020 ACADEMIC YEAR USING ADOBE PREMIER PRO CC 2019

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ABSTRACT

Video introduction is a visual and audio media which is used to convey information to the audience and can be understood more easily. An introductory video formed in the mp4 format to convey information about exchange students at Batam International University to the audience. This introductory video also conveys the facilities at Universitas Internasional Batam. In the process of designing an introductory video for exchange students using the Multimedia Development Life Cycle (MDLC) method using Adobe Premiere Pro CC 2019 as a video design platform for exchange students. The design of the video will be published by the author in the Youtube UIB International Relations Office. The results of the publication of the introductory video of this scholarship received 492 viewers, 14 likes, 1 dislike, and 4 comments.

Keyword : *Video introduction, Exchange student, MDLC (Multimedia Development Life Cycle) Adobe Premiere Pro CC 2019*